



# PHILIP MORRIS

U.S.A.

100 PARK AVENUE, NEW YORK, N. Y. 10017 TELEPHONE (212) 679-1800

January 5, 1981

## CIRCULAR NO. 476-A

### TO OUR CUSTOMERS:

To further enlist your cooperation in obtaining rapid distribution of new **MERIT ULTRA LIGHTS** Regular and Menthol cigarettes, we are making available to you the following automatic distribution allowance:

#### DETAILS OF THE AUTOMATIC DISTRIBUTION ALLOWANCE

We will pay you \$6.00 per 12M case (50 cents per thousand) on all **MERIT ULTRA LIGHTS** Regular and Menthol shipped from your warehouse into retail distribution, through February 20, 1981.

This offer applies to all **MERIT ULTRA LIGHTS** Regular and Menthol shipped into retail distribution during the introductory period, including **MERIT ULTRA LIGHTS** Regular and Menthol purchased and shipped over and above the quantity allocated to you for our Special Introductory Allowance outlined in Circular No. 476.

Your Philip Morris Representative will contact you on February 23, 1981 or February 24, 1981 to determine movement quantities and certify the necessary forms for the Automatic Distribution Allowance.

All orders are subject to acceptance by our Richmond office and to prices, styles and sizes in effect on date of shipment.

No representative or employee of this Company has any authority to alter any circular, letter or price list issued by this Company.

PHILIP MORRIS U.S.A.  
A Division of Philip Morris Inc.

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